

Developments in Rocky Mountain Project Reported

Tucson Meeting Charts Four-State Progress; Evaluation Conferences Set for Project

Tucson, Ariz., was the scene of concentrated reporting on plans and programs of the four states involved in the Rocky Mountain Project in Family Life Education, on November 11 and 12, 1960. The Project is jointly sponsored by the National Congress of Parents and Teachers and ASHA. Its Advisory Committee, of which Dr. Calvin H. Reed of the College of Education, University of Nevada, Reno, is chairman, consists of representatives from Arizona, Nevada, New Mexico and Utah.

Clarence M. Hill, Director of Research of the State Department of Education, Santa Fe, N. M., reported, in part, the following:

The leadership-training workshop held last summer in Las Cruces served the purpose of preparing participants to take responsibility for specific projects in some eight communities.

Plans are now being made for development of three or four workshops in the summer of 1961, to be held in various localities and aimed at continuing the training of discussion leaders and other community organization leaders.

A survey of local PTA units is projected, to determine the number and extent of programs related to the goals of the Rocky Mountain Project now being conducted.

A questionnaire is being developed to determine the extent of home and family life education courses offered by the schools.

Material for a resource guide in family life education is being gathered; it will be used in conjunction with the publication, *Techniques for Discussion Leaders*, prepared by Dr. William G. Hollister for the Las Cruces workshop of the summer of 1960.

Mass Media Evaluated

Mrs. Ruth Schoneberger, Past President of the Arizona Congress of Parents and Teachers, reported, among other items, the following:

The Tucson mass media project, started some months prior to this

meeting, had been evaluated and the radio portion dropped. New emphasis will be placed on its more promising television potentialities.

The Arizona committee is investigating the possibility of producing materials for small communities surrounding Tucson and Phoenix and of conducting one or two short-term family life education institutes in such communities.

Dr. Richard A. Parry, Director of Pupil Personnel of the Prescott, Ariz., Public Schools, supplemented Mrs. Schoneberger's report with data on plans and program in Prescott.

Plans are under development for a series of institutes and workshops to train key personnel in promoting family life education and in providing counsel on family problems.

A university extension course on marriage and family counseling for both lay and professional persons is under consideration, as are night school courses in family life education for the general public, and a neighborhood group approach to such education.

Utah Report

For Utah, a joint report was presented by Dr. Ellvert H. Himes, President of the Utah Congress of Parents and Teachers and Professor of Education at Utah State University, Logan, Utah; and Mrs. Roberta S. Hunt, Executive Secretary, Utah State Committee on Family Life Education. Parts

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MEMBER AGENCIES VISIT ASHA; THREE-DAY CONFERENCE HELD

The Annual Conference of Social Health Agency Members, held at ASHA headquarters on December 5, 6 and 7, 1960, was a spirited event in which exchange of ideas, experiences and plans proved absorbing to member agency representatives and to Association staff.

Prior to the conference, a questionnaire had been sent to member groups. The findings were the focus of discussion. The questionnaire covered such matters as financial support; participation of agencies in local planning groups; staffing; and time allocated to various aspects of program. Other questions related to the cost and distribution of publications; needs for new social health publications; and specific services to schools, churches and youth serving agencies. Two provocative inquiries were "To what extent does your total program and its component parts differ from ASHA's national program?" and "What changes, if any, would you suggest with respect to your relationship with ASHA?"

From the replies received, it appeared that while there is fluidity in local and state programs and varying emphasis on social health problems, there is no marked difference in goals

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To Our Readers

Owing to circumstances beyond our control, it was not possible to publish the October, November and December, 1960, issues of the Social Health News. We are deeply regretful. Future issues will carry pertinent articles accumulated for the issues in question.

Board Luncheon for Chicago Community Leaders; Current Program, ASHA History Related

During the meeting of the Board of Directors of ASHA, held at the Palmer House, Chicago, Ill., October 30, 31, 1960, an informal luncheon was held at which a number of persons carrying community leadership responsibility in Chicago were guests. The purpose of the luncheon was to interest the Chicago leaders in ASHA's program and problems and to provide them with some background on the Association's history.

The guests present were: George A. Bray, General Supervisor and Secretary of Employees Benefit Committee, Illinois Bell Telephone Company; William G. Caples, Vice President, Inland Steel Company; Dr. Franklin R. Fitch, Executive Director, Illinois Social Hygiene League; John Hayes, Dean of Law, Loyola University; James R. Hefflin, Illinois State Chamber of Commerce; R. C. Hiller, Jr., Director of Civic Affairs, Sears, Roebuck & Company; L. B. Hunter, Vice President, Inland Steel Company; J. Morris Jones, Vice President, Field Enterprises Educational Corporation; John R. Kerstetter, Associate Director, American Municipal Association; Mrs. Frank Mayer, Parent Teachers Association; Dr. Jack H. Sloan, Member, Board of Directors, Illinois Social Hygiene League; Jay Tomlin, Director of Public Relations, Illinois Tool Works; O. W. Wilson, Superintendent of Police of Chicago; Philip C. White, Standard Oil Company; and Miss Jessie Binford, long-time head of the Chicago Juvenile Protection Association and an Honorary Life Member of ASHA.

During the luncheon, Philip R. Mather, Chairman of the Board of the Association, addressed the guests. Parts of his talk follow:

"The American Social Health Association is classed as a 'health' agency because of its concern with the venereal diseases—but it is unique among health agencies because V.D. is in many ways a symptom of deeper ills in our society—and therefore our concern is not only with V.D. but with human behavior and morality. Neither cancer nor heart, polio, TB or any of the other health groups have such problems.

"So from the beginning, our activities have divided themselves into three broad categories—

1. Medicine and Public Health
2. Legal and Law Enforcement
3. Education for Marriage, Parenthood and Family Life.

"You can see that V.D. control and law enforcement against prostitution have little, ready popular appeal; so we have always had trouble in raising money to finance our budget. Since World War II our normal operating expenses have come from the Community Chests of the country. Over 900 Chests and United Funds, including most of the major cities, make allocations to us. The importance of our work and our need for funds can be explained to a Chest Board or Budget Committee far more easily than to the general contributing public. New York and Chicago are exceptions, the former having no Community Chest, and yours here in Chicago making grants to no national agencies. So we have made direct appeals to individuals and corporations in these two cities—usually by letter. To be effective and to obtain support, our work must be understood by more people like our guests here today. . . .

"It is important to us to have financial support from New York and Chicago, not only because we need more money, but because the 900 other cities feel they are being imposed on if we don't get proportionate support from these two great communities. So we hope a sponsoring committee can be built up here as well as in New York to give their backing to our appeal. . . ."

Mrs. Russell Arnold Inducted As President of Ohio Group

Mrs. Russell A. Arnold, Executive Director of the Social Health Association of Dayton and Montgomery County, Ohio, took office as President of the Ohio Social Hygiene Association on January 1, 1961. Other new officers of this statewide group are: Mrs. Margaret Walgenbach, of the Scioto County Social Hygiene Association, Portsmouth, Ohio, who is now Vice President; and Don Campbell, of the Ohio Department of Health, who is Secretary-Treasurer.

The state group is developing plans for two campus workshops on V.D. control and on the relationship between public health problems and family life education. A later issue of the News will contain data as to the names of the universities, the dates and names of workshop leaders.

RAISE IN STATUS MARKS STEP TOWARD EQUALITY FOR SOCIAL SCIENCES

The National Science Foundation—the principal Government agency responsible for the support of basic scientific research—announced on December 4, 1960, its plan to raise the Office of Social Sciences to divisional status. In its announcement of this development, the foundation made clear that the step would be accompanied by greater financial support for research in the social sciences.

Dr. Alan Waterman, director of the foundation, stated that this action indicates appreciation and recognition of the importance and quality of scientific research in the social sciences and belief in the sustained growth of these fields.

Dr. Henry W. Riecken, former Professor of Sociology at the University of Minnesota, who has been head of the foundation's Office of Social Sciences, will direct the new division.

For the foundation and the social scientists, the action by which studies in the social sciences will have equality of rank with physical studies, represents the climax to a long and often controversial movement toward giving increased stature to the social sciences.

One reason why the foundation was long handicapped in awarding adequate recognition to the skills and methodology of social scientists was that the law of 1950 which created the foundation referred only to support of basic scientific research "in the mathematical, physical, medical, biological, engineering and other sciences."

The new division will organize its support of basic research under these programs: Anthropological sciences, including ethnology, archeology, linguistics and physical anthropology; Economic sciences, including econometrics, economic and social geography, the economics of research and innovation and general mathematical economics; Sociological sciences, including demography, social psychology, psycho-linguistics and the sociology of science; Basic research in the history and philosophy of science.

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Conference Held

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and standards between member groups and the ASHA.

The chief changes desired in relationship with ASHA were: closer communication; more publications by ASHA; guidance on proposed research; and assistance in demonstrations of family life education.

Considerable interest was expressed throughout the meetings in the V.D. and prostitution aspects of programming. Discussion showed that most member agencies are playing increasingly active roles in both areas.

The conference provided an opportunity for the group to receive up-to-date information on ASHA's national services and programs, in particular on the New York City study of 600 teenagers visiting V.D. clinics and on the Rocky Mountain Project in family life education.

The national staff received useful guides to future ASHA services desired by the member agencies. Many of the participants felt that advance preparation for annual conferences, as represented by the questionnaire on local activities, was exceptionally valuable in helping to sharpen discussion during the sessions.



COMMUNITY CAMPAIGNS

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ASHA Participants With Affiliate Representatives



(Left to right—seated) Mrs. Rheable Edwards, Executive Director, Massachusetts Society for Social Health, Boston, Mass.; Franklin R. Fitch, M.D., Executive Director, Illinois Social Hygiene League; Mrs. Franklin Fitch; Miss Helen Manley, Executive Director, Social Health Association of Greater St. Louis, Mo.; Mrs. Russell A. Arnold, Executive Director, Social Health Association of Dayton and Montgomery County, Dayton, Ohio.

(Standing—first row—left to right) Thomas E. Connelly, Executive Secretary, Onondaga Health Association, Syracuse, N. Y.; Mrs. Elizabeth S. Force, Associate Director of Education, ASHA; Mrs. Donald Held, Executive Director, Summit County Tuberculosis and Health Association, Akron, Ohio; Conrad Van Hynning, Executive Director, ASHA; Mrs. Margaret Walgenbach, President, Scioto County Social Hygiene Association, Portsmouth, Ohio; Mrs. Ann Falther LaGanke, Executive Director, Family Health Association of Cleveland and Joint Social Health Committee, Cleveland, Ohio.

(Standing—second row—left to right) William J. Petrus, Midwest Regional Director, ASHA; Edgar C. Cumings, Ph.D., Director of Education, ASHA; Mrs. Meredith Nicholson, Jr., Executive Director, Social Health Association of Indianapolis and Marion County, Indianapolis, Ind.; Philip R. Mather, Chairman of the Board, ASHA; Mrs. Donald W. Jackson, Associate Director, Social Health Association of Indianapolis and Marion County, Indianapolis, Ind.; Paul K. Houdek, Executive Secretary, Kansas City Social Hygiene Society, Kansas City, Mo.

Rocky Mountain Reports Relate Progress on ASHA-NCPT Project

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of their report follow:

Six rural-urban discussion projects are under way, the first phase of which is nearing completion. Their general purpose is, "to increase the amount and improve the quality of family life education by conducting study-discussion groups in various communities of the state under trained leadership"—trained at the Utah State University workshop in the summer of 1960.

Future plans include an evaluation conference or institute in early 1961 to discover some of the outcomes of these six discussion groups' activities; development of discussion groups in other communities during 1961; and another workshop at Utah State University which will bring together current leaders and other persons who will become future leaders.

Mrs. Genevieve Pieretti, Supervisor, Home Economics Education, State Department of Vocational Education, Carson City, Nev., reported for that

state. In part, her report said:

Two short family life conferences or institutes held in Reno and Las Vegas during the summer of 1960 had been attended by 150 persons. The purpose of these sessions was "to develop competencies for effective family living."

A pilot project is in process in the Greenbrae Elementary School, Sparks, Nevada, the objectives of which are: to aid elementary teachers in strengthening curricular experiences for children in the area of family life education; to help the PTA place increased emphasis on family life education; to assist PTA in securing broad parental involvement in the program; and to experiment with utilizing community resources to strengthen family life education, both within the school and in the school neighborhood.

Discussion

In the discussions which followed all of the reports, free and objective criticism was encouraged for its guiding

value in current and future activities. Comments made in part were these:

The various programs and activities in the four states should be continuously evaluated and followed up, so that interest may not languish. Although the Rocky Mt. Project may well strengthen PTA groups, its chief purpose is to strengthen family life education in schools and communities.

The projects should provide new insights which will assist individuals and groups in many parts of the country to work effectively in family life education. This "transfer value" is one of the most important aspects of the Rocky Mountain Project and should result in the Project's becoming a prototype for work elsewhere.

Although no rigid rules govern the Project, the fact that much of the activity starts in the community and moves towards the schools, rather than the oft-prevailing reverse approach, augurs well for the future employment of this method and for acceptance of it in other communities.

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AMERICAN SOCIAL HEALTH ASSOCIATION Social Health News

Indianapolis Director Takes "Sabbatical" Leave

December 31st marked the official commencement of what Mrs. Meredith Nicholson, Jr., for eighteen years the Executive Director of the Social Health Association of Indianapolis and Marion County, Indianapolis, Ind., terms "a sabbatical leave from the professional aspects of social service."

Manifesting her usual foresight, Mrs. Nicholson had been orienting her successor, Mrs. Donald W. Jackson, since last April.

Prior to her association with the social health movement in Indianapolis, Mrs. Nicholson had gained national recognition for sponsoring in the Indiana Legislature, of which she was the only woman member, a bill prohibiting breach of promise, alienation of affection, and seduction suits.

She was a moving spirit of a committee devoted to the control of venereal disease during World War II and has been credited with many of Indiana's sound enforcement measures in public health and welfare. The committee evolved into the Social Health Association of Indianapolis and Marion County and, under Mrs. Nicholson's guidance, focused on family life education as well as on other aspects of social health.

Mrs. Nicholson's "retirement" will be marked by continued activity as a volunteer in a variety of settings in Indianapolis and nationally, as well.

. . . The Literature . . .

Sibling rivalry has almost, but not quite, become a commonplace phrase in our language. "Children's jealousies" are more likely to be talked about among parents, and they are a real and substantial concern on the part of adults. An eight-page booklet and a nine-minute tape on this topic are now available and should be valuable for discussion group leaders and even for a few of the neighborhood parents who get together for occasional chats about what is on their minds and on their children's.

Jealousy—the Green-Eyed Monster, by Phyllis Bradshaw Greer, specialist in human relations in the Cooperative Extension Work in Agriculture and Home Economics at Rutgers University, New Brunswick, N. J., is available at 5 cents per copy to nonresidents of New Jersey. The nine-minute tape (about \$3.50) is also available through the Cooperative Extension Work in Agriculture and Home Economics at Rutgers University. It, too, was prepared by Mrs. Greer.

Coming of Age: Problems of Teen-Agers, by Dr. Paul Landis, State Professor of Sociology, State College of Washington, is available at 25 cents a copy from Public Affairs Pamphlets, 22 East Thirty-eighth Street, New York 16, N. Y.

Straight Thinking about Drinking, by Herman E. Krimmel, Director of

Casework Services, Cleveland Center on Alcoholism, reprinted from the National Parent-Teacher Magazine, treats of several subjects in the field of alcoholism, but most pertinently of teen-age drinking. This is the first in the NCPT's "Highlight Series" and may be secured from state congresses or from the NCPT, 700 North Rush Street, Chicago, Ill. The price is 30 cents each.

School and Early Work Experiences of Youth in Seven Communities, 1952-57, is a 90-page report prepared by the U. S. Department of Labor, Bureau of Labor Statistics. A few highlights will provide the reader with an idea of the probable value of the report to him: the bulk of dropouts left school at age 16 or 17 and dropped out in the 9th or 10 grades; they had little vocational education or vocational counseling; dropouts, as a group, were at a disadvantage in the job market compared with graduates—it took them longer to find jobs, their earnings were considerably lower, and they had 2 to 3 times as much unemployment as graduates.

Orders for the report may be sent to the Superintendent of Documents, Washington 25, D. C., or to regional offices of the Bureau of Labor Statistics, U. S. Department of Labor in Atlanta, Boston, Chicago, New York and San Francisco. Price: 50 cents each.

